

The Correlation of the Consumer Utility, Product Demand and Grade

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Abstract

In paper consider the impact of information and advertising on consumer behaviour and the process of productive differentiation formation. Advertising, television, radio, magazines and direct mail as major constraints of mass media may act as sources of information. Economics modernization aimed at accelerated development of the knowledge intensive industries, which contribute to Russia's entrance at the world economy; the reset of manufacturing base of Russian economics; development of import substitution industries and limited participation in international labor specialisation. © 2013 IDOSI Publications.

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Keywords

Grade, Heterogeneous goods, Product demand, Profits, Quality